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Kenya's flower exports have blossomed by double digits over the past twelve months.



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- Flower shipments have risen 10 percent to 24,251 tons over the past 12 months. Earnings also climbed 10 percent to Sh7.7 billion (\$91.6 million) over the same period. The growth signals the beginning of a positive trend for the rest of 2011.
- The growth in Kenya's flower industry is largely driven by increased demand in Europe. Kenyan flowers account for 35 percent of all flower sales in Europe.
- The flower industry is expecting this strong growth to continue through the year, said Kenya Flower Council CEO Jane Ngige. "Most of the sales are secured in the Euro, which means that returns have been favorable."

Source: Bloomberg

Source: Business Daily Africa



To learn more about Kenya
visit www.kenya.info

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Kenya E-Alert

Kenya showers London commuters with roses to celebrate royal wedding

April 26, 2011

Kenya celebrated the upcoming marriage of Prince William and Catherine Middleton, who became engaged at a lodge near Mount Kenya in October last year, with gifts of Kenyan roses for London commuters on Friday.

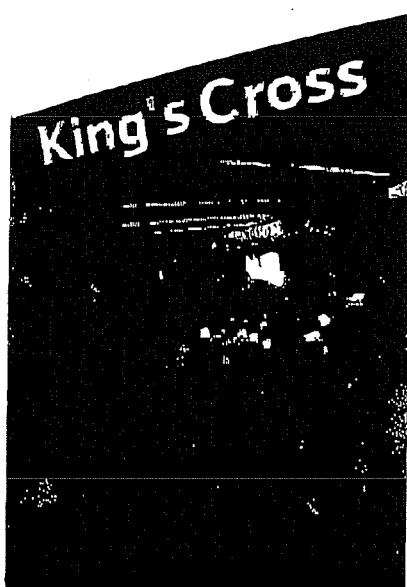


Photo: Magical Kenya

In anticipation of the April 29 royal wedding, a group of Maasai warriors – members of one of Kenya's most well-known tribes – donned traditional dress to hand out 13,000 hand-picked roses from Flamingo Farm in Naivasha, Kenya to commuters at several London underground stations.

Kenya Tourist Board partnered with the Kenya Flower Council and the Maasai Arts Organization to organize the surprise event. Kenya Tourist Board's regional marketing manager, Jacinta Nzioka, said, "We are delighted to bring a taste of Kenya to London commuters and brighten their day with a Kenyan rose."

"Kenya Tourist Board would also like to wish Prince William and his future royal bride the very best for their special day," Nzioka added.

To read the full article, please [click here](#).

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